



*Inf* RCE#

<b>REQUEST FOR CONTINUED EXAMINATION (RCE) TRANSMITTAL</b>  Subsection (b) of 35 U.S.C. §132, effective on May 29, 2000, provides for continued examination of an utility or plant application filed on or after June 8, 1995. See The American Inventors Protection Act of 1999 (AIPA).	Application Number	09/742,438
	Filing Date*	December 22, 2000
	First Named Inventor	KONTOGOURIS
	Group Art Unit	3622
	Examiner Name	A. Duran
	Attorney Docket No.	KONT3001/BEU

This is a Request for Continued Examination (RCE) under 37 C.F.R. §1.114 of the above-identified application.  
**NOTE:** \* Filing date must be on or after June 8, 1995; but if before May 29, 2000, then consider a CPA.

1. Please consider the following as the required submission under 37 C.F.R. §1.114:

- ☒ a. The Amendment/Reply filed on (date): Concurrently Herewith
- ☐ b. The Information Disclosure Statement (IDS) filed on (date):
- ☐ c. The arguments in the Brief/Reply Brief filed on (date):
- ☐ d. The \_\_\_ page(s) of Form PTO-1449 and copy of each listed document filed (date):
- ☐ e. Other:

☒ 2. A One month Petition for Extension of Time is filed herewith.

☒ 3. The Commissioner is authorized to credit any overpayment and charge any deficiency in any fees required under 37 CFR 1.16 and/or 1.17 to Deposit Account No. 02-0200.

☒ 4. A check in the amount of \$ 430.00 is submitted herewith.

☐ 5. This Request is transmitted by facsimile to number (703) \_\_\_\_\_.

☐ 6. Other:

THE RCE FEE IS CALCULATED AS FOLLOWS:						Basic Fee:	\$770.00
Total Claims:		-		(highest number previously paid for) =		X \$18 =	
Independent Claims:		-		(highest number previously paid for) =		X \$86 =	
Correspondence Address:  <b>23364</b> Customer Number						Multiple Dependent Claim (add \$290.00):	
						Subtotal:	\$770.00
						50% Reduction if Small Entity Status:	\$385.00
Phone: 703-683-0500 Fax: 703-683-1080						Total:	\$385.00
Date:		Name:			Signature:		Reg. No.
September 20, 2004		Benjamin E. Urcia					33,805

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of:	)	<u>Group Art Unit:</u> 3622
	)	
Leandros KONTOGOURIS	)	<u>Examiner:</u> A. Duran
	)	
Serial Number: 09/742,438	)	<u>Attorney Docket:</u> KONT3001beu
	)	
Filed: December 22, 2000	)	<u>Confirmation No.:</u> 8890

**For: Advertising System And Method Which Provides Advertisers With An Accurate Way Of Measuring Response, And Banner Advertisement Therefor**

**AMENDMENT AND RESPONSE**  
**(Submitted Concurrently With Request for Continued Examination)**

Honorable Commissioner For Patents  
P.O. Box 1450  
Alexandria, VA. 22313-1450

Sir:

This paper is in response to the final Official Action dated May 19, 2004.

A petition for a One-Month Extension of Time together with the appropriate fees and a Request for Continued Examination accompany this response so that it is timely filed.

Amendments to the claims begin on page 2.

Remarks/Arguments begin on page 10.